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Customer Number: 64046

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:

Kenneth R. Stuart

SERIAL NUMBER:

10/032,795

EXAMINER:

Prabodh M. Dharia

FILING DATE:

December 26, 2001

ART UNIT:

2629

CONF. NO:

7210

For:

NARROWCAST MEDICA CONTENT DISTRIBUTION AND DISPLAY SYSTEM WITH

CONTENT BIASING ENGINE

MAIL STOP AMENDMENT

COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO Ex Parte Quayle ACTION MAILED NOVEMBER 17, 2010

Responsive to the Office Action mailed November 17, 2010, Applicant responds to the issues raised therein.

Amendments to the Specification begin on page 2 of this paper.

Remarks begin on page 3 of this paper.

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this correspondence is being electronically transmitted to the Patent and Trademark Office on the date indicated below in accordance with 37 CFR 1.8(a)(1)(i)(C).

March 17, 2011
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